

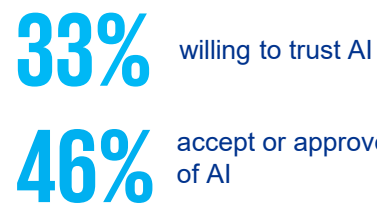


Trust, Attitudes and Use of Artificial Intelligence: A Global Study 2025

Netherlands insights

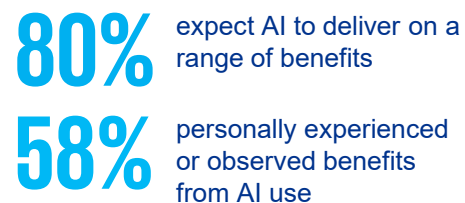
Societal indicators

Trust and acceptance



The Dutch are more worried than optimistic or excited about AI

AI benefits



Top benefit: **69%** report improved efficiency from AI

AI risks



Responsible AI

- 76% believe AI regulation is required
- 11% aware of AI regulations and policies in their country
- 35% believe current safeguards are sufficient
- The Dutch expect co-regulation with government oversight and international laws

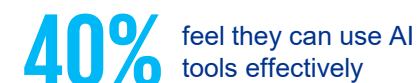
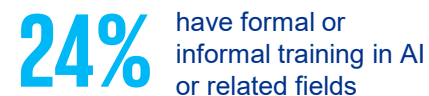
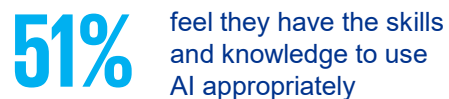
AI-generated misinformation

- 72% unsure online content can be trusted as may be AI-generated
- 66% concerned elections manipulated by AI-generated content or bots
- 85% want laws and action to combat AI-generated misinformation

Top risk:

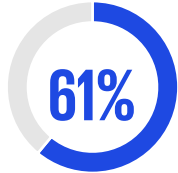


AI literacy

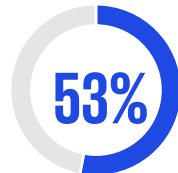


Workplace indicators

AI in the workplace



employees report their organization uses AI



intentionally use AI at work

Worker reliance on AI

36%

felt they couldn't complete their work without the help of AI

46%

relied on AI to do a task rather than learning how to do

36%

concerned about being left behind if they don't use AI at work

Complacent use of AI

50%

used AI at work in inappropriate ways

56%

made mistakes in their work due to AI

49%

used AI in ways that contravene policies and guidelines

66%

relied on AI output at work without evaluating its accuracy

57%

presented AI-generated content as their own

Impacts of AI on work

43+%

report increased efficiency, quality of work, and innovation



27%

report increased revenue generating activity

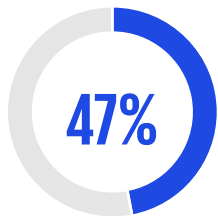
However,

18+%

report increased workload, stress and pressure

AI governance at work

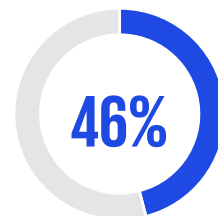
Reflections of employee beliefs about their organization



have an AI strategy

46%

provide training in responsible AI use



have policies and practices governing responsible use

33%

AI has increased compliance and privacy risks

29%

report key aspects of their work can be performed by AI



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The University of Melbourne research team led the design, conduct, data collection, analysis, and reporting of this research.

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